



## PRESS RELEASE

# Atento Opens State of the Art Operations Command Center in Mexico DF

**MEXICO CITY – June 18, 2015** – Atento (NYSE: ATTO), a leading provider of customer relationship management and business process outsourcing services worldwide has opened an innovative Operations Command Center in Mexico DF to serve the Americas Region. This new Command Center is one of three set up by Atento in the last year, with the other two located in Sao Paulo, serving the Brazil Region, and Madrid (opening in July), to serve the EMEA Region.

The new facilities strengthen Atento's robust delivery platform in Latin America where it is the clear market leader in the provision of customer experience services and solutions. Thanks to a unique combination of specialized professionals, state of the art technology and processes, the Company will be able to monitor and manage, in real time and from a central location, key processes for 46 customer relationship centers across 11 different countries (Mexico, Colombia, El Salvador, Guatemala, Panamá, Puerto Rico, US, Argentina, Uruguay, Chile and Peru). Atento's clients will benefit from enhanced planning, forecasting, statistical modeling and analytics capabilities to generate higher operations efficiency and new intelligence about customer habits and trends.

For Atento's CEO Alejandro Reynal "A fundamental component of Atento's value proposition is having best in class operations that support our ability to deliver best customer experience for our clients while enhancing their business efficiency. Our Americas Command Center is a strong enabler to deliver on that promise and a central piece of our global operating model. We are very excited about the new range of opportunities that will bring to our clients and to Atento. Together, we are setting the standards for effective management of customer relationship operations across the Latin America region".

The Atento's Americas Command Center will employ more than 100 highly specialized professionals, 84 of them already on board, and will also host in the same facilities an HR Excellence Center, responsible for driving innovation in attraction, selection and recruiting of agents.

"Mexico DF is a perfect location for this new Operations Command Center", said Miguel Matey Atento Mexico and Americas North Director, "Over recent years, we have become a major hub for developing multichannel customer experience solutions for the telco and banking sectors. With the Command Center, we are expanding our capabilities to drive innovation in operations management in the Spanish and English speaking markets of Atento in Latin America".

### The Atento's Americas Command Center key facts & figures:

- **500 square meter** facility located in Avenida Yucatán 15 in México DF
- Centralize management of **46 customer relationship centers in 11 countries**
- **Currently monitoring 88% of Atento Mexico services**, Central America countries, US and Colombia being incorporated in the next months; Argentina, Uruguay, Chile and Peru planned for 2016
- More than **290,000 digital customer interactions** monitored in real time per month just in Mexico
- More than **4.5 million customer calls** monitored in real time per month just in Mexico
- More than **100 highly qualified employees** in the fields of operations management, planning, forecasting, statistical modeling, quality assurance and recruiting

The Atento's Americas Command Center in images, click here <http://www.atento.com/news-center/news/844/atento-operations-command-center-brmexico-df/>



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### **About Atento**

Atento is the largest provider of customer relationship management and business process outsourcing (CRM BPO) services in Latin America, and among the top three providers globally, based on revenues. Atento is also a leading provider for U.S.-based companies nearshoring CRM/BPO services to Latin America. Since 1999, the Company has developed its business model in 14 countries where it employs more than 160,000 people. Atento has over 400 clients to whom it offers a wide range of CRM BPO services across multiple channels. Atento's clients are mostly leading multinational corporations in sectors such as telecommunications, banking and financial services, media and technology, health, retail and public administrations, among others. For more information visit [www.atento.com](http://www.atento.com)

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